

	<div>Montana Operations Manual</div> <div><i>Policy</i></div>	Policy Number	1170.X01
		Effective Date	August 3, 2011
		Last Revised	August 3, 2011
Issuing Authority	State Information Technology Services Division		
Social Media			

I. Purpose

This policy establishes the requirements for an agency's use of Social Media as a tool for communicating with its customers and the public. The State shall implement and use Social Media based on an agency's identified business needs consistent with this policy.

II. Scope

This policy covers executive branch agencies, unless exempted by the Montana Information Technology Act, and third parties (e.g. independent contractors) who have access to, use, or manage Social Media on an agency's behalf.

III. Roles and Responsibilities

A. Agencies

1. The department head or their designee shall submit a request to the State Chief Information Officer (State CIO) to use each specific Social Media for business reasons. Agencies may seek approval agency-wide, for groups of employees, or on an employee- by- employee basis.
2. If the State CIO approves an agency's use of Social Media, the agency shall ensure an adequate level of security for all data within the agency consistent with the requirements of 2-15-114, MCA. This statute addresses department security responsibilities for data.
3. Agencies will follow the "Guidelines for Social Media Use" to decide whether to use Social Media, and, if the decision is to use this tool, how best to implement the decision.

B. Chief Information Officer

1. The State CIO shall review each agency request and evaluate the effects on network operations and security. As necessary, the State CIO shall recommend changes to the agency's proposal to address issues

regarding network operations and security. If the benefits of Social Media use outweigh the risks to network security and operations, the CIO shall approve the request. If not, the State CIO shall deny the request. The State CIO's determination is final.

2. The State CIO shall continually monitor the overall effect Social Media use has on network operations and security and may reevaluate and modify an agency's use based on these network considerations and evolving technology.

IV. Enforcement

The State CIO may cancel or modify any Social Media use failing to comply with this policy.

V. References

A. Statutes

- § 2-15-114, MCA – Security responsibilities of departments for data
- § 2-17-512, MCA – Powers and Duties of departments
- § 2-17-514, MCA – Department enforcement responsibilities

B. Policies and Procedures

- [Statewide Policy: Establishing and Implementing Statewide Information Technology Policies and Standards](#)
- [Statewide Procedure: Establishing and Implementing Statewide Information Technology Policies and Standards](#)
- [Guidelines for Social Media Use](#)

VI. Definition

Social Media, as an umbrella term, means the various activities that integrate technology, social interaction, and content creation. Social Media uses many technologies and forms, such as blogs, wikis, photo and video sharing, podcasts, social networking, mashups, and virtual worlds.